

HI-TECH PIPES LIMITED HIGH ON DURABILITY AND SAFETY

“EMERGING LEADER IN STRUCTURAL TUBES AND PIPES INDUSTRY”

Hi-Tech Pipes Ltd., a market leader in its segment, caters to a wide-ranging industries and infrastructure needs of the country. In conversation with the Fortune India Exchange, Mr. Ajay Kumar Bansal, Chairman & Managing Director of the company shares why their products are in high demand.

With over 3 decades in the industry, what has been your experience in this particular sector and with the emerging market trends and customer mindset?

Our industry has witnessed incredible growth and expansion. Continuous evolution in the product range resulted in the introduction of Hollow Section Pipes for infrastructure. Gradually this segment has grown manifold replacing Angles, Channels, Woods etc. With increased awareness, numerous applications of the product are being explored and added continuously viz., Structures of Telecom Towers, Toll Plazas, Metro Stations, Solar Mountings, Green Houses, Water and Gas Supplies, Airports and many others.

Architects, Builders, Contractors, Dealers, Fabricators, Engineers and Government Agencies are coming up with new and rapid innovative applications of Steel Pipes for classic designs, longer durability and lower cost. This has led to large scale customization of the products.

The word Hi-Tech, itself underlines the use of superior modern technology. What makes you unique despite similar practices by other players in the industry?

Hi-Tech Pipes have been investing and implementing the latest technology from all over world with focus on increased and best productivity, quality and efficiency. Our customer centric approach in product customization, innovative product design with lighter weight, readily available product ranges, manufacturing units nearer to the customer and prompt deliveries keep us ahead of other market players / competitors.

How consistent is upgradation and the role of R&D at Hi-Tech, and is the company associated with global collaborators for this purpose?

We are having a full-fledged and advanced R&D set-up, where leading Architects, Engineers, Fabricators and Builders constantly focus on new changing requirements and accordingly customize and develop new products which are in turn replacing wood and steel. Our works with state-of-the-art technology and continued process of adopting new technologies really helped us to fulfill the expectation of our customers.

What is the culture at Hi-Tech that has led to its notching the rank of a market leader in the industry?

At Hi-Tech our prime strength is 'Building Relationships'. We have a



4
State of art
Manufacturing plants

300+
Distributors across
India

33+
Years of experience

5,00,000
mtpa
Installed Capacity

1000+
Workforce

500+
SKUs

culture that is uniquely customer and quality centric. Through our focus on Brand Approvals, Strategic Capacity Addition on PAN India basis, unbeatable bonding with our existing customers and friendly approach to new ones ensures to place our company in a leading position.

With your long standing experience in the industry, what do you think is the next big leap in the sector and how are you preparing for the change?

Massive infrastructure creation in the country viz PAN India, Water Grids, Gas Distributions, Affordable Housings, Renewable Energies, Transmission and Telecom, Aviation, Agriculture and Irrigation etc., is going to further significantly multiply the demand across diverse industries. Our never lasting efforts to achieve higher and higher goals with highly skilled and confident workforce will surely keep us ahead.

What are the initiatives undertaken at Hi-Tech towards 'Make in India' and 'Skill India' launched by the Government of India?

'Make in India' and 'Skill India' programs are the lifeline of our country for creating employment opportunities and generating skilled workforce. By giving Soft and Hard Skill Trainings, we are empowering these programs. Further, as we believe in progress with our society as well as country, we are focusing to do a lot of work in that direction also.

